

<b>Media Production II</b>	<b>Course Code 270610</b>				
<b>Course Description</b>					
<i>Students will apply their media skills of interviewing, reporting, writing, editing, photography/videography, and design. Students will produce in a variety of media, such as print, broadcast, video, audio, Internet, and/or mobile. The emphasis of Media Production II is to work both independently and collaboratively to create a professional product while meeting deadlines.</i>					
<b>Program of Study to which the course applies</b>					
<i>Arts, A/V Technology, and Communications Cluster</i>					
<i>Media Pathway</i>					
	<b>Course Content</b>	<b>Crosswalk to Common Core Academic Standards</b>	<b>Crosswalk to Nebraska Academic Standards</b>	<b>Crosswalk to Nebraska Career Readiness Standards</b>	<b>Crosswalk Clarification</b>
<b>Standard 1</b>	Students will collaborate effectively, acknowledging the ideas of others and contributing to the group's objective.				
Benchmark 1.1	Work with others to achieve objectives in a timely manner.	ELA.SL.11-12.1.b	LA.12.3.3.a	CR.7.C.2 CR.8.A.1-3	
Sample Performance Indicator 1.1.1	Utilize time management skills to complete tasks by deadline.				
Sample Performance Indicator 1.1.2	Use teamwork and conflict management skills to achieve team goals.				
Benchmark 1.2	Demonstrate interpersonal skills to accomplish goals and objectives.	ELA.SL.11-12.1.b-d	LA.12.3.3	CR.1.A.4 CR.2.E.1 CR.7.A.1-3 CR.8.A.1-3 CR.10.A.2 CR.10.D.2	
Sample Performance Indicator 1.2.1	Exhibit leadership in assigned roles (e.g., editors, production managers, directors, producers).				
Sample Performance Indicator 1.2.2	Develop communication skills while collaborating with others.				
Sample Performance Indicator 1.2.3	Use appropriate verbal, nonverbal, and listening strategies to promote group effectiveness.				

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Benchmark 1.3	Perform the duties and responsibilities of individuals in media-related careers.	ELA.RST.11-12.3	LA.12.3.2 LA.12.1.6.k	CR.1.A.4 CR.3.B.1 CR.9.B.2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 1.3.1	Create a portfolio of work related to a specified media career path.				
Sample Performance Indicator 1.3.2	Create a resume highlighting experience in media careers.				
<b>Standard 2</b>	Students will exhibit ethical conduct in writing, editing, creating, printing, broadcasting, and performing to uphold high standards for behavior in the industry.				
Benchmark 2.1	Apply legal boundaries and concepts (e.g., censorship, copyright, libel/slander, obscenities and vulgar language, retraction, student expression).	ELA.WHST.11-12.8	LA.124.1.b-c	CR.1.A.4 CR.3.B.4 CR.3.C.3 CR.9.C.1-3	
Sample Performance Indicator 2.1.1	Obtain permissions per school district policies.				
Sample Performance Indicator 2.1.2	Obey copyright laws.				
Benchmark 2.2	Demonstrate professional conduct that follows a professional code of ethics.		LA.12.4.1.c	CR.3.B.2-3 CR.3.C.3 CR.7.B.1-3 CR.9.C.1-3	
Sample Performance Indicator 2.2.1	Obtain permissions per school district policies.				
Sample Performance Indicator 2.2.2	Demonstrate standards of honesty and integrity of the work, avoiding plagiarism and fabrication.				
<b>Standard 3</b>	Students will plan a media production (e.g., print, broadcast, video, audio, Internet, and/or mobile).				
Benchmark 3.1	Prepare pre-production proposal.	ELA.WHST.11-12.5	LA.12.2.1.a	CR.1.A.4 CR.6.A.1 CR.10.A.2	
Sample Performance Indicator 3.1.1	Recognize the target audience's knowledge and needs.				
Sample Performance Indicator 3.1.2	Plan goals, deadlines, and purpose for the production.				
Sample Performance Indicator 3.1.3	Create an outline, storyboard, or script of content.				

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Sample Performance Indicator 3.1.4	Create initial budget for production.				
Benchmark 3.2	Gather research (e.g., background information, interviews, observations).	ELA.WHST.11-12.7-9	LA.12.4.1.a-c LA.12.1.6.	CR.5.B.1 CR.9.A.2	The depth of students’ investigations, and thus the research standards that apply, will be determined by the nature of the task (CC: ELA.WHST.11–12.7–9; NE: CR.5.B.1, CR.9.A.2, LA.12.4.1.a-c, LA.12.1.6.j).
Sample Performance Indicator 3.2.1	Collect information from primary and secondary sources.				
Sample Performance Indicator 3.2.2	Conduct preliminary and follow-up interviews with sources.				
Sample Performance Indicator 3.2.3	Review and transcribe interview notes.				
Sample Performance Indicator 3.2.4	Evaluate and synthesize information to prioritize what is needed for the production.				
<b>Standard 4</b>	Students will demonstrate advanced writing processes used in media.				
Benchmark 4.1	Students will use a variety of text structures appropriate for production.	ELA.WHST.11-12.4	LA.12.2.2	CR.1.A.4 CR.2.B.2 CR.9.B.1	
Sample Performance Indicator 4.1.1	Analyze models and examples (their own and others) of various formats.				
Sample Performance Indicator 4.1.2	Write news, features, editorials, columns, sports, or reviews.				
Benchmark 4.2	Revise to improve writing (e.g., quality of ideas, organization, sentence fluency, word choice, voice).	ELA.WHST.11-12.5	LA.12.2.1.c-e	CR.2.B.1-2	
Sample Performance Indicator 4.2.1	Proofread for clarity, correctness, and appropriate journalistic style.				
Sample Performance Indicator 4.2.2	Use acceptable industry style rules (e.g., Associated Press, Six Traits).				
Sample Performance Indicator 4.2.3	Provide oral, written, and/or electronic feedback to other writers; utilize others feedback to improve own writing.				

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<b>Standard 5</b>	Students will demonstrate technical skills for print, broadcast, video, Internet, audio, and/or mobile production.				
Benchmark 5.1	Demonstrate proficiency using equipment and software.	ELA.RST. 11–12.3	LA.12.1.6.k LA.12.3.2	CR.1.A.4 CR.9.B.2	Alignment presumes that students must comprehend oral or written instructions to complete the task (CC: ELA.RST.11–12.3; NE: LA.12.1.6.k, LA.12.3.2).
Sample Performance Indicator 5.1.1	Operate recording and editing equipment in a safe and responsible manner.				
Sample Performance Indicator 5.1.2	Operate production software in a safe and responsible manner.				
Sample Performance Indicator 5.1.3	Troubleshoot to solve technical issues.				
Benchmark 5.2	Demonstrate proficiency of design principles and practices.	ELA.SL.11-12.5	LA.12.2.1.f	CR.1.A.4 CR.6.A.1 CR.9.B.2	
Sample Performance Indicator 5.2.1	Follow principles of design and apply terminology (e.g., rule of thirds, white space).				
Sample Performance Indicator 5.2.2	Evaluate and revise design.				
Sample Performance Indicator 5.2.3	Analyze models and examples (their own and others) of various genres.				
<b>Standard 6</b>	Students will create a media production.				
Benchmark 6.1	Combine research, writing, and technical skills into a final production.	ELA.WHST.11-12.6 ELA.WHST.11-12.8-9	LA.12.4.1.a-c LA.12.1.6. LA.12.2.1.f	CR.1.A.4 CR.5.B.1 CR.6.A.1 CR.9.A.1-2	The depth of students’ investigations, and thus the research standards that apply, will be determined by the nature of the task (CC: ELA.WHST.11–12.7–9; NE: CR.5.B.1, CR.9.A.2, LA.12.4.1.a-c, LA.12.1.6.j).
Sample Performance Indicator 6.1.1	Use time management skills to complete tasks by deadline.				
Sample Performance Indicator 6.1.2	Edit final version of product.				
Benchmark 6.2	Distribute final product to target audience using appropriate outlets.		LA.12.4.1.f-g	CR.1.A.4 CR.2.E.2	
Sample Performance Indicator 6.2.1	Collect audience feedback to product.				
Sample Performance Indicator 6.2.2	Analyze and finalize budget for product.				
Benchmark 6.3	Assess final product to verify specified goals and purpose.			CR.5.A.1	

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Sample Performance Indicator 6.3.1	Use critical thinking skills to critique and analyze final product.				
Sample Performance Indicator 6.3.2	Analyze audience feedback and adapt goals for future products.				

## Reference Sheet

Key Code	Source
KS	National Career Cluster Knowledge and Skills Statements
CCTC	2012 Common Career Technical Core
LA S	NE Language Arts Standards Indiana HS Journalism Standards (JRN 2.4)
CO HSPA 2011	Colorado High School Press Association 2011 Kansas State Dept of Ed 21st Century Journalism Texas Essential Knowledge and Skills for Career Education

## Additional Resources for Educators

### Suggestions for innovative teaching and learning strategies

#### Related Assessments

TAJE (<http://texasjteachers.com>)  
<http://pblchecklist.4teachers.org/testing.php?idunique=3&max=6&checklist=14>  
 Fair Use Checklist  
 (<http://copyright.columbia.edu/copyright/files/2009/10/fairusechecklist.pdf>)  
[http://educate.intel.com/en/TechnologyLiteracy/Explain/ResearchWritePresent/MultimediaPresentation/Multimedia\\_Checklist.htm](http://educate.intel.com/en/TechnologyLiteracy/Explain/ResearchWritePresent/MultimediaPresentation/Multimedia_Checklist.htm)  
 Rubistar (<http://rubistar.4teachers.org/index.php>)  
 iRubric ([rcampus.com](http://rcampus.com))  
 Kathy Shrock (<http://www.schrockguide.net/assessment-and-rubrics.html>)  
 Copyright (<http://copyright.columbia.edu/copyright/fair-use/fair-use-checklist/>)  
 Copyright (<http://www.copyright.gov/title17/>)

#### Extended Learning Opportunities

University of Nebraska High School Media Conference and Competition  
 Nebraska Journalism Education Association Winter Contest  
 NSAA State Journalism Contest  
 NHSPA Critiques and Cornhusker competition  
 National Journalism Educational Association Conferences  
 Columbia Scholastic Press Association  
 National Scholastic Press Association  
 Nebraska Educational Technology Association

#### Professional Development Opportunities

Scholastic Broadcasting (<http://www.scholasticbroadcasting.com/>)

#### Community Links/Resources available

Radio Television Digital News Association (<http://www.rtnda.org/>)  
 Journalism Education Association (<http://www.jea.org>)  
 Nebraska High School Press Association (<http://www.nhsponline.org/wordpress>)  
 Student Press Law Center (<http://www.splc.org>)  
 Student Television Network (<http://www.studenttelevision.com>)  
 AP Stylebook (<http://www.apstylebook.com/>)  
 National Association of Broadcasters (<http://www.nab.org>)  
[www.copyright.gov](http://www.copyright.gov)17

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